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How to Obtain

Aurora Nurseries Wholesale Price List



Spirea Van Houttei—Van Houtte's Bridal Wreath

Spring, 1913

Growers and Importers of the Choicest and Best Trees and Shrubs for the Planter's use.

Don't pay the Middle Man's Profit — buy Trees direct from the Grower and save commissions.

Aurora Nursery Company

Aurora, Illinois

Prices Smashed

The Best Nursery Stock on Earth sold direct to you at Wholesale Prices. . . .



WE PRODUCE and sell nursery stock of the very highest quality and grade and our many satisfied customers in every State in the Union will bear witness to the fact that "*Aurora Grown Means Well Grown.*" We are not in any combine. We make our own prices. We sell our own goods direct to the public at small expense and thereby save you anywhere from 100 to 500% on your orders. We have no agents and save you the agents commission. When you buy from us you get goods true to name and exactly as represented.

Our Price List

In former years we have issued a retail catalogue, but realizing that you know good nursery stock when you see it, also that you do not care for long descriptions; we decided on January 1st, 1913, to break away from the old methods. We are therefore issuing a wholesale price list which is published in circular form and at a very small expense instead of spending a large amount of money for a retail catalogue and eventually charging the cost to you.

Why should we not sell to you at a wholesale price? Many, in fact, most of you buy stock in large enough quantities to entitle you to such prices. In fact, most of your orders are as large or larger than orders received from the ordinary nurseryman.



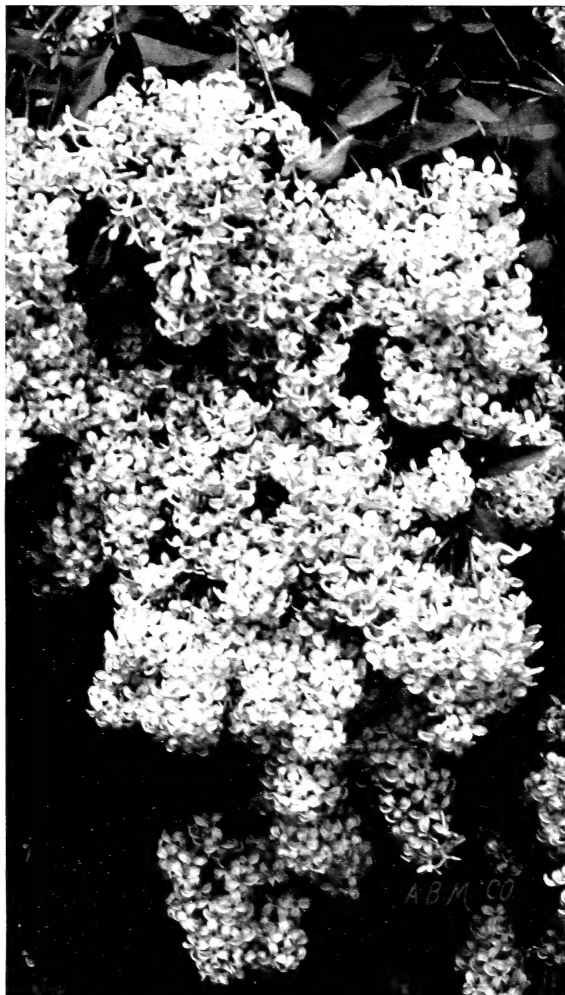
Hydrangea arborescens sterilis

We have prepared this circular with the idea of keeping each item of expense to the lowest, thereby enabling us to place the lowest possible price on the goods we offer. Just one look at the price list will convince you that we mean just what we say. We have no axe to grind with anybody and therefore defy all competitors.

No Descriptions

Our price list has no descriptions. We name our prices on the various articles by the size, age and grade. For example: instead of using five or six pages at \$100.00 a page to describe forty or fifty varieties of apples that nobody buys, we use one or two lines, pricing a certain size and grade of apple tree for we know that before you send for this price list you have practically made up your mind what variety you will buy. Then why spend five or six hundred dollars in describing the various apple trees. Remember that our way is the new way and the easy and cheap way to buy direct at wholesale prices.

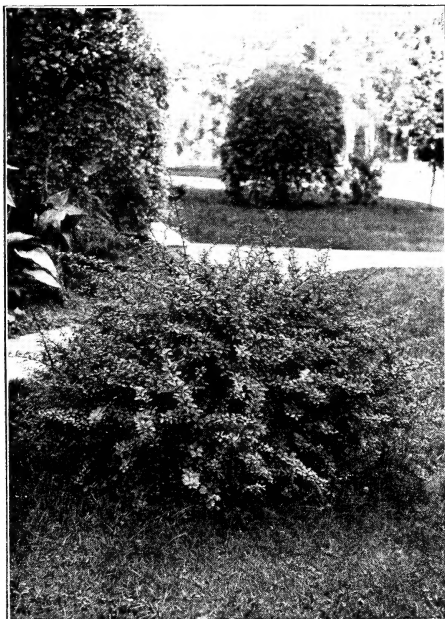
Send for our wholesale price list, get some of your neighbors to join with you and give us a trial order and we know that another year you will not only send us your orders, but will advertise our business in your community for the careful, honest way we handle your orders.



Persian Lilac



The Hardy Amoor River Privet

**Berberis Thunbergii**

us to keep your name on our mailing list you will please write us saying that you so desire. It only costs a penny to send us a postcard and the wholesale price list will be immediately sent to you.

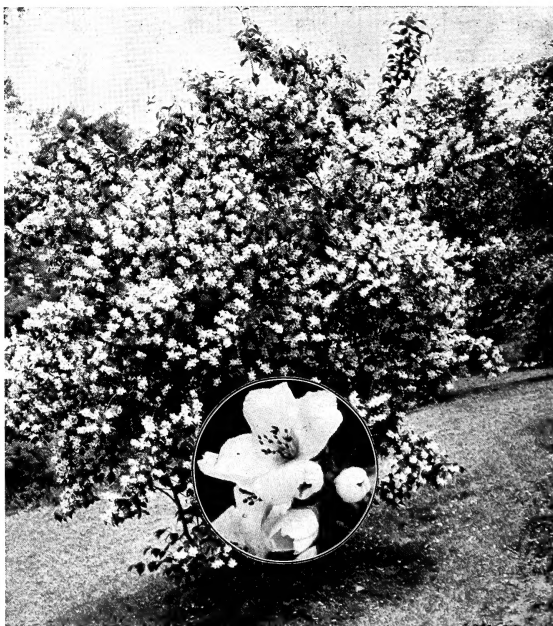
When you receive our wholesale price list, look it over and compare our prices with any other nursery house in the world and remember that the goods we are offering are the very best on earth. Talk to your neighbor about this list and make a comparison to decide. Investigate us thru any agency or bank and send us a trial order and be convinced that we are honest in what we say and will do by you as we would like to be done by. Remember, you will not receive this price list unless you write for it. *Write today*—While you are thinking about it.

Our Guarantee

We absolutely guarantee our stock to be the very best and true to name. You will buy no poor or inferior stock from us. We will gladly refund your money and pay the freight both ways if the goods are not exactly as represented. *You gain in every way—you save money—you run no risk—you buy good stock—you are pleased*—lastly, you have the satisfaction of knowing that you are dealing direct with a big reliable house and that if there is anything not right we will make it right. *Money back if not just as represented.*

Do You Want This Price List?

We have been sending you circulars, catalogues, etc. for some time. We appreciate the orders you have given us and thank you for them. We do not want to send the wholesale price list unless you really want to receive it. If you want this list or if you want

**Philadelphus or Mock Orange**

AURORA NURSERY COMPANY

Aurora, Illinois